



FORM PTO-1082

EXPRESS MAIL LABEL NO.: EL640511825US

PATENT

Attorney Docket No.: 254070-2

Date: August 24, 2000

BOX PATENT APPLICATION
ASSISTANT COMMISSIONER FOR PATENTS
Washington, D.C. 20231



Sir:

Transmitted herewith for filing is the patent application of:

Inventors: LINDA M. SMITH and DARREN D. LU

For: TARGETED MARKETING SYSTEM AND METHOD

Enclosed are:

18 Pages of Specification

6 Sheets of drawing (☒ formal ☐ informal)

☒ Combined Declaration and Power Of Attorney (facsimile copy of executed original). ☐ Will follow.

☒ Form PTO-1595 and an assignment of the invention to FaceCake, Inc. (facsimile copy of executed original)

☐ A certified copy of ☐ from which priority is claimed in the subject case pursuant to Rule 55b and 35 U.S.C. 119. ☐ Will follow.

☐ An associate Power of Attorney

☒ A verified statement to establish small entity status under 37 CFR 1.9 and 37 CFR 1.27 (facsimile copy of executed original).

☐ Information Disclosure Statement, Form PTO 1449 and ☐ prior art reference(s).

☐ Preliminary Amendment.

☒ General Authorization/Request to Petition for extension of time.

☒ Postcard

FOR:	NO. FILED	NO. EXTRA	SMALL ENTITY RATE	SMALL ENTITY FEE		OTHER THAN SMALL ENTITY RATE	OTHER THAN SMALL ENTITY FEE
BASIC FEE				\$345.00	OR		\$690.00
TOTAL CLAIMS	32	-20=	12	\$108.00	OR	X 18	\$-0-
INDEP CLAIMS	4	-3=	1	\$ 39.00	OR	X 78	\$-0-
MULTIPLE			X+ 130	\$-0-	OR	+ 260	\$-0-
DEP CLAIMS PRESENTED			TOTAL =	\$492.00		TOTAL:	\$

☐ Please charge my Deposit Account No. 50-0639 the amount of XX. A duplicate copy of this sheet is enclosed.

☒ A check in the amount of \$492.00 to cover the filing fee is enclosed.

☒ A check in the amount of \$40.00 to cover the Assignment Recordal Fee is enclosed.

☒ The Commissioner is hereby authorized to charge payment of the following fees associate with this communication or credit any overpayment to Deposit Account No. 50-0639. A duplicate copy of this sheet is enclosed.

☒ Any additional filing fees required under 37 CFR 1.16.

☒ Any patent application processing fees under 37 CFR 1.17.

☐ The Commissioner is hereby authorized to charge payment of the following fees during the pendency of this application or credit any overpayment to Deposit Account No. 50-0639. A duplicate copy of this sheet is enclosed.

☐ Any patent application processing fees required under 37 CFR 1.17.

☐ The issue fee set in 37CFR 1.18 at or before mailing of the Notice of Allowance, pursuant to 37 CFR 1.31(b).

☐ Any filing fees under 37 CFR 1.16 for presentation or extra claims.

Respectfully submitted,

Brian M. Berliner
Registration No. 34,549

O'MELVENY & MYERS LLP
400 So. Hope Street
Los Angeles, CA 90071-2899
(213) 430-6000

PATENT

Docket No.: 254070-2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: LINDA M. SMITH and DARREN D. LU

For: TARGETED MARKETING SYSTEM AND METHOD

CERTIFICATE OF MAILING

BOX PATENT APPLICATION
Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

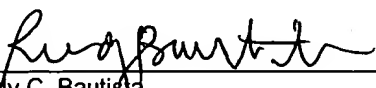
"EXPRESS MAIL" Mailing Label No.: EL640511825US

Date of Deposit: August 24, 2000

I hereby certify that an application for patent, including:

18 pages of Specification (which includes 32 claims and a one-page Abstract); 6 Sheets of formal Drawings; an executed Combined Declaration and Power of Attorney; a General Authorization/Request to Petition for Extensions of Time; a check in the amount of \$492.00 to cover the filing fee; an executed Assignment document and Form PTO-1595, including a check in the amount of \$40.00 to cover the assignment recordation fee; an executed Verified Statement Claiming Small Entity Status; a Transmittal Letter (Form PTO 1082); and Return Postcard are being deposited with the U.S. Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. § 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Patents, Box Patent Application, Washington, D.C. 20231.

Date of Deposit: August 24, 2000



Rudy C. Bautista

Express Mail: EL640511825US
PATENT
254070-2

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: LINDA M. SMITH and DARREN D. LU Serial No. Filing Date: For: Targeted Marketing System and Method	Art Unit: Examiner:
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JC893 U.S. PTO
09/645292
08/24/00

GENERAL AUTHORIZATION/REQUEST TO PETITION FOR EXTENSIONS OF TIME

Assistant Commissioner for Patents
Washington, D.C. 20231

Dear Sir:

With reference to the subject application, and pursuant to 37 C.F.R. § 1.136, Applicants hereby authorize and request the Commissioner to treat any correspondence requiring a petition for extension of time as containing such a request therefor for the appropriate length of time. This general authorization is effective during the pendency of this application, including any division or continuing application therefrom.

Where no check is received by the Commissioner, you are hereby authorized to charge payment of the requisite petition fees, or charge any additional fee required under 37 C.F.R. § 1.17, or credit any overpayment of same, to Deposit Account No. 50-0639. A duplicate copy of this general authorization is enclosed.

Respectfully submitted,



Brian M. Berliner
Attorney for Applicants
Registration No. 34,549

Date: August 24, 2000

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